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From me... ...to you



It's always nice to be able to reward someone for doing something out of the ordinary, isn't it? So it was very pleasing to be able to help treat a group of very special mums who've been helping their kids through cancer treatments to a slap-up dinner courtesy of Progressive Enterprises, TVNZ and the Main Course cooking school. You can read all about it in this issue of Fresh Bites.

We also rewarded a very different sort of hard work recently when we presented the Countdown Foodtown Woolworths Champion Feta Cheese Award to the Kaimai Cheese Company. Winning awards is becoming a habit for this young Waikato

company which has only been going since 2007. It's great to be able to offer such wonderful products to Kiwi consumers!

Elsewhere you can read about our colourful display at the Ellerslie Flower Show, which was a great success, and a terrific way to promote our quality fruit and vegetables. Congratulations to all involved!

Congratulations, too, to our hard working staff who completed their qualifications in February, and whose names you'll find on page three of this issue. All that hard work to earn your certificates will make a big difference to the quality of our customer care.

Finally I'd like to personally thank all involved in the opening of our new Pukekohe South store which has proved so popular with the town's shoppers. Well done!

Regards, Peter Smith

Special Mums get a Masterchef Treat



Some special mums got a much deserved treat on 12 March when TVNZ's Close-up hosted 13 ladies who've been dealing with their children's cancer treatments to a three course dinner at Auckland's Main Course cooking school in Beaumont Street.

Close-up broke from its normal studio presentation to record its program from Main Course, where the mums greatly

enjoyed a delicious meal prepared by three of the MasterChef contestants, and judge, Ross Burden.

The sense of occasion was enhanced when the ladies also received an afternoon of make-up and hair treatment courtesy of TVNZ.

Countdown helped to serve up this occasion, for these special mums, by providing the ingredients.

On the Horizon

Key events and dates on the horizon:

4 April

Daylight savings ends

12 April

Countdown Waikiki rebrand complete

19 April

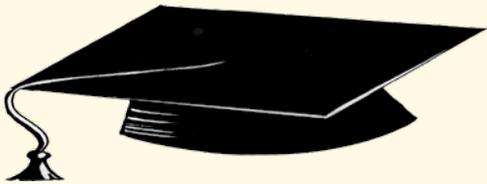
Countdown Airport rebrand complete

26 April

Countdown Wanganui rebrand complete.

Congratulations!

Congratulations to all our hard working employees who completed their qualifications in February. What an excellent effort! As you can see, our Supermarket Retailing Stage 1 certificate is going ahead in leaps and bounds!



National Certificate in Baking Level 3

Philip Darby

Supermarket Retailing Stage 1 certificate

Claudine Hemara

Ricardo Lazo

Epenesa Moevasa

Erin Rogstad

Qiang Wang

Keith Amos

Chantal Bainbridge

Prasad Bhalgat

Michelle Cunliffe

Martyn Douglas

Elizabeth Heginbotham

Moe Hewitt

Sumina Lal

Anna Pooley

Jess Song

Dee Swanerton

Craig Taylor

Shirley Jones

Saofagaiumea

Latava

Suzanne Brooks

Robyn Jessep

Raewyne Jones

Lida Ny

Megan Smith

Kaimai Feta Takes Progressive Award



Cheesy Grins: Progressive Enterprises' Ryan McMullen (left) congratulates Chris Williams from the Kaimai Cheese Company.

The Kaimai Cheese Company might be the new kid on the block but they're already making a big impression on New

Zealand cheese lovers and on the judges, winning the Countdown Foodtown Woolworths Champion Feta Cheese Award at the 2010 Cuisine New Zealand Cheese Awards.

In just its second year of entering the awards, the Waikato-based company's medal haul includes three golds, three silvers, four bronze and a trophy - an impressive collection for a company that's only been making cheeses since 2007.

Kaimai cheeses are made with a dedication to old, traditional methods for each variety, including the award-winning Feta.

Exercise important for heart health

Our Fresh department have taken up the exercise challenge with great gusto and team names to match; Beat my Feet, Footbangers, 30+ a day, Quality Beats, Southmore Crusaders, Start Trekkers and Hot Feet.

Collectively these teams have walked more than 9,700kms in the first four weeks of the eight week



challenge. Increasing your daily exercise is great for your health and your heart. If you have any healthy heart

and exercise suggestions, or would like to take a guess at the number of kilometres the Fresh teams will complete in their eight week challenge, then contact Angela Heising, angela.heising@progressive.co.nz on 09 275 2691.

Countdown garden wins merit award at the Ellerslie Flower Show



The Countdown Lifestyle marquee was a huge success for the second year in a row, with a record 58,000 visitors through the doors.

Countdown also took honours with our original garden entry, winning a Merit Award in the Retail Garden section of the show.

Three Wins in a Row for Innovative Onecard

The shopper convenience of the Onecard programme with its unique mySpecials email campaign has seen it take out the Nexus Supreme Award for the third year in a row for Progressive Enterprises and Affinity ID.

Speaking at the 2009 RSVP and Nexus Awards on Friday 26 February, Elizabeth Higgs, Progressive Enterprises' General Manager, Marketing and Communications, said the award was an exceptional result for Progressive's Marketing team.

The RSVP and Nexus Awards rewards recognise excellence, innovation and best practice in marketing.



Elizabeth Higgs General Manager Marketing and Communications, Peter Smith Managing Director and Bridget Lamont Senior Marketing Strategy Manager

Countdown Pukekohe South and Manukau stores now open



Managing Director Peter Smith with Area Manager Wayne Dohmen and the Mayor of Franklin Mark Ball

The latest new generation Countdown stores opened this month, Pukekohe South on 2 March and Manukau on 30 March.

At the opening of the Pukekohe South store Managing Director Peter Smith described the new stores as offering a diverse fresh food offer with bigger grocery range, wider aisles and a brighter and more pleasant shopping experience.

"The opening of these stores has been the culmination of months of hard work and dedication from staff across our business. Congratulations to everyone for helping to bring our customers a fabulous new generation Countdown," he said.

Look out for our feature story on the opening of Countdown Manukau in the next issue of Fresh Bites.

Director of Supermarket operations for Woolworths Australasia, Greg Foran visits Pukekohe South and talks to Tina Brljevich, Service Administration Manager Countdown Pukekohe South.



Brett Ashley General Manager Merchandise Fresh Foods, Wayne Dohmen Area Manager, Paul Bradsworth Southern Regional Manager, Pete Hartley Store Manager Countdown Pukekohe South, Greg Foran Director of Supermarket, Liquor and Petrol Woolworths, and Dave Chambers General Manager Supermarket Operations.

Getting to know you...

Isabelle Rousseau
Contact Centre
Manager



What does your job involve?

I look after the Contact Centre where we answer customers' queries and complaints. We look after Online Shopping, Onecard and supermarkets Customer Service. Queries come through to us from all over NZ so there are around 40 people working here. As a manager I make sure that everything runs smoothly every day.

What do you love about your job?

It's a really busy and varied role which is fantastic because

I get to deal with a lot of people within the business. Customer Care is a great place to get to know the business and the challenges we all face.

How has your career at Progressive evolved?

I started three years ago not knowing much about our industry; to be fair the only area I was intimate with was our wine and cheese selection! Now however, I have a solid understanding of what it takes to provide a great shopping experience and it's a lot of hard work!

What motivates you?

My role gives me the opportunity to put a smile on people's faces every day; from turning a customer's bad experience into a good one or coaching a team member to achieve great results.

What's the best piece of advice you've been given?

Ask questions, it's OK if you don't know everything, just don't make assumptions.



MasterChef eco bags and staff t-shirts in store



You've seen it on TV, now you've got the t-shirt! Countdown staff are wearing their MasterChef t-shirts with pride. And limited-edition MasterChef eco bags are now available in store for customers to

buy (or free when they update their Onecard details on line). In the photo above, staff in our Countdown Quay Street, Auckland store looking smart these days in their Countdown MasterChef t-shirts!